

## 23

the first content item renders the first content item less likely to be selected for presentation at the device;

selecting one or more of the content items from the set of content items based on values for the one or more content items including the adjusted value for the first content item; and

providing, over a network and to the device, data for presenting the selected content items on the portion of the map presented at the device.

12. The system of claim 11, wherein determining an adjusted value of the first content item comprises:

determining the base value as the value of displaying the first content item independently of other content items;

identifying a first geographic location associated with the first content item;

identifying a set of second geographic locations associated with the one or more other content items; and

determining the adjustment factor for the first content item based on respective distances between the first geographic location associated with the first content item and each of the geographic locations from the set of second geographic locations associated with the one or more other content items.

13. The system of claim 11, the operations further comprising:

identifying content item spaces in the map in which content items can be presented, the content item spaces defining a subset of the map;

wherein the selected content items are provided for presentation in the content item spaces.

14. The system of claim 11, the operations further comprising:

receiving user requests for map directions, the map directions including one or more of a start location on the map and an end location on the map; and

selecting the set of content items based on relationships between geographic locations associated with the content items in the set and at least one of the start location on the map or the end location on the map.

15. The system of claim 14, the operations further comprising:

receiving path data defining directions from the start location on the map to the end location on the map; and

selecting the set of content items based on geographic locations associated with the one or more content items that are relevant to path data.

16. The system of claim 11, wherein the adjustment factor for the first content item further adjusts the base value of the first content item based on a relationship between the first content item and one or more other content items in the set of content items.

17. The system of claim 11, wherein the determination that presentation of the first content item on the map would interfere with presentation of the point of interest on the map comprises a determination that the first content item would cover a location of the point of interest on the map, thereby obstructing presentation of the point of interest on the map.

## 24

18. One or more non-transitory machine-readable storage media storing instructions that are executable to perform operations comprising:

identifying a portion of a map for presentation on a device;

identifying a set of content items in which each content item is associated with a geographic location within a geographic region represented by the portion of the map;

identifying a point of interest located in the geographic region;

determining, for a first content item from the set of content items, an adjusted value for the first content item based at least on (i) a base value for the first content item and (ii) an adjustment factor that includes a reduction to the base value of the first content item based on a determination that presentation of the first content item on the map would interfere with presentation of the point of interest on the map, wherein the reduction to the base value of the first content item renders the first content item less likely to be selected for presentation at the device;

selecting one or more of the content items from the set of content items based on values for the one or more content items including the adjusted value for the first content item; and

providing, over a network and to the device, data for presenting the selected content items on the portion of the map presented at the device.

19. The media of claim 18, wherein determining an adjusted value of the first content item comprises:

determining the base value as the value of displaying the first content item independently of other content items;

identifying a first geographic location associated with the first content item;

identifying a set of second geographic locations associated with the one or more other content items; and

determining the adjustment factor for the first content item based on respective distances between the first geographic location associated with the first content item and each of the geographic locations from the set of second geographic locations associated with the one or more other content items.

20. The media of claim 18, the operations further comprising:

identifying content item spaces in the map in which content items can be presented, the content item spaces defining a subset of the map;

wherein the selected content items are provided for presentation in the content item spaces.

21. The media of claim 18, the operations further comprising:

receiving user requests for map directions, the map directions including one or more of a start location on the map and an end location on the map; and

selecting the set of content items based on relationships between geographic locations associated with the content items in the set and at least one of the start location on the map or the end location on the map.

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